

## TAD' CHANGES IN AUTOS ARE UNFAIR

Constant Style Alterations in Cars Are Hard on the Owners.

By ALVAN MACAULEY.

President Packard Motor Car Company.

Two factors which have had an increasing influence on the design of motor cars in the last few years are making it more and more important, from the point of view of the owner, that "styles" shall change as little as possible. Every considerable change of this kind costs car owners many thousands of dollars, since the appearance of a new model means that the resale value of the cars they are driving will decrease very greatly. The car owner is coming to realize that this loss should not be inflicted upon him without good reason.

The first of the factors that have caused this situation is that the automobile, which for many years could rightly be considered a luxury, is no longer, but has become one of the most important and valuable of economic servants. As a result, people are buying automobiles, not for amusement or ostentation, but for very real service, and a man regards the money he puts into one as an investment. He wants, and is entitled to expect, full value, and he will not get it if the investment he makes is going to be subject to heavy and sudden depreciation as a result of somebody's whim.

The second factor is that cars are now good for many years of life. Cars now in use will give first class service for from five years up; high grade cars being built to-day will last for eight or ten years and more. Here again, it is unjust to the owner and economically wrong to throw a perfectly good and serviceable car into the class of inferior things merely because of some unimportant change in the shape or design of the body.

Finally, motor car design has now settled down to a point where the major problems have been solved and such changes as can be made from year to year will chiefly be in the nature of minor details. Changes in the style of automobiles were necessary and harmful during the earlier years of motor car development. In those days mechanical improvements were being made so rapidly that each year's automobiles were a distinct advance over those of the year before. The changes in appearance represented an actual change in the value and serviceability of the car itself. In those days, too, motor car designers had many lessons to learn in regard to lines that would give the best appearance and designs that would give the greatest comfort.

There are two distinct kinds of style, as may be seen in such things as dress. Every one knows the changing fads which move the bottom of a woman's skirt from her knees to her ankles and back within a few years, or which change a man's shoes from toothpick points to bulldog swine. These are the styles which represent little, if anything, beyond the desire of the manufacturer to replace goods that are not yet worn out and the desire of certain types of people to have clothing a little different from that of others.

But every one knows also the style that is inherent and that does not change, because it is based on true beauty and fitness. We all know women, for example, whose clothing does not follow the extreme changes of fashion, but is even more distinctive and far more beautiful because it is designed in good taste and selected to enhance their own particular charms.

Since the high grade motor car is designed to-day to give safe and comfortable transportation for many years, and not to answer the demands of some passing fad it should be built in conformity with the true principles of permanent beauty and therefore of style. Whims have a little place in the design of such cars as any other form of had taste would have. Any car should be designed not only for beauty but to give due expression to the power and purpose of the car, and if they are so designed there is no excuse for arbitrary changes from year to year.

## Back in Reo Fold



R. C. REUSCHAW.

The many friends of "Bob" Reuschaw were pleased when the announcement came that he was on the job at the Reo factory again. Reo and Reuschaw were always a great team.

## FOREIGN CARS BOW TO PIERCE-ARROW

Ten New Models Surpass European Cars in Refinements of Design.

America's claim to superiority in the manufacture of a quality motor car is maintained in the addition to the Pierce-Arrow line which makes its bow at the Auto Show. This is the verdict of critics who at advanced showings of the new Pierce-Arrow models in New York compared them impartially with the best that foreign makers have to offer.

Production will be continued of the 38 h. p. and 48 h. p. right hand drive models, which offer the option of a range of body styles not included in the added type of car. Likewise this policy gives the user a choice between the right hand and left hand control, the latter being a feature of the newly announced model.

The departure reflected in the design of each of the ten types of bodies of the new model does not rob the cars of established Pierce-Arrow characteristics, yet a marked modernity of appearance is effected. Each has the atmosphere of an exclusive custom built car.

"The performance of the dual valve type of engine introduced two years ago by the Pierce-Arrow Motor Car Company, until now has never been equalled," said Mr. C. W. Cady, passenger car sales manager of the Harrold Motor Car Company. "The refined dual valve engine which powers the new Pierce-Arrow yields results which, point for point, enhance the standards set by its predecessor."

Greater power, with an added fuel economy, is accomplished through better carburation and a slight increase in engine speed, safeguarded by improved lubrication, more liberal bearing surfaces and a decidedly more rigid construction. Dual ignition, which assures complete combustion of maximum explosive force, continues to be a feature of the car.

In the latest addition to the Pierce-Arrow line basic principles of Pierce-Arrow construction are maintained, but numerous changes are incorporated. Four speeds being no longer necessary, a three speed gear box of sturdier and simpler design has been adopted.

The open models of the new Pierce-Arrow include a two passenger runabout and four, six and seven passenger cars. The closed models are the limousine, coupé-sedan, sedan, vestibule sedan, brougham and landaulet.

# REO

Reo never has been ambitious to make all the motor cars—only the best. From the first, the policy was to make only as many as we could make and be sure that every Reo would be as good as the best Reo that ever came out of these shops.

See the REO Exhibit at the Show

Reo Motor Car Co. of New York, Inc., Broadway at 54th St.  
Branches: Brooklyn, 1380 Bedford; Newark, 37-39 William St.; New Rochelle, 184 Main St.



## ROADSTER IS ADDED TO CHANDLER LINE

Company Retains Models Popular During Its Past Successful Season.

The models of the Chandler Motor Car Company are attracting more than their usual amount of attention at the show because of their individual appearance and handsome finish. The Chandler types for 1921 are continued from the 1920 season. One addition is made, that of a new two passenger roadster.

The Chandler seven passenger touring car is a big machine, with high hood and radiator, broad cowl and wide, deep doors. The seats are upholstered in a fine grade of hand buffed leather. Features which have been standard Chandler qualities in the past are continued. The back curtain window, for instance, is bevelled plate glass, the clear vision side curtains fit snugly and open with the doors, there are permanent rear quarter bow curtains and outside door handles.

The four passenger roadster, with its striking design of high hood and radiator and bevelled plate glass rear curtain window, bids fair to surpass its own previous record of popularity. Public demand for this model has increased steadily, evidencing so keen an approval of its unimpaired and graceful body design that no alteration of seating arrangement has been made since its inception. It seats four persons in comfort. The two front seats are divided with an aisle way giving easy access to the rear compartment.

The four passenger dispatch car is a snappy cut of the sport type, with a long, low level edge body. It has clear vision side curtains that open with the doors, plate glass rear curtain window and is upholstered in the same hand buffed leather as the touring car and roadster. The body, hood and radiator are painted the new Chandler car rain-bow blue.

And the new two passenger is in a class by itself. The long, lithe lines of the new two passenger roadster are accentuated by its high hood and radiator and by the graceful proportions of its body. This distinctly new Chandler model is finished in dark gray for the body, hood and radiator, with black running gear, fenders and wheels.

The Chandler sedan, coupe and limousine of the current series are fine developments of the closed car type, handsome in style, most substantially built and providing service in any season and any weather.

The seven passenger sedan and four passenger coupe are big, comfortable and attractive. The high hood and radiator, characteristic of all the current series Chandler models, the permanent metal covered window posts and the wide, full length doors make these two models distinctive.

In the sedan the front seat is undivided, extending solidly from side to side. The four big doors offer easy access to either the front or rear. The two auxiliary chairs are wide, deep and have spring cushion seats. The coupe seating arrangement is stargard, the driver's seat being somewhat forward of the wide rear seat; an auxiliary chair, with spring cushion seat, is placed alongside the driver and may be folded away when not in use.

The limousine for the new season has everything that a fine limousine should have. The wide bevel ledge along the outside of the windows is a striking feature. Interior appointments are complete.

The bodies of these three closed models are entirely metal covered, with square cornered doors and windows. The lower windshield panel is curved to follow the high, rounded cowl. Windows are all of heavy plate glass and are adjustable by automatic lift. Sedan and coupe upholstery is of a fine silk mohair. The limousine is upholstered in rich broadcloth.

## MOTORISTS LIKE LOW NUMBERS.

ALBANY, Jan. 8.—The demand for low numbers on cars will be just as great this year as in the past, judging from the hundreds of requests which have already reached Secretary of State Lyons's office. Many persons have for the past few years year by year. In fact the demand for such numbers related in former Secretary of State Hughes utilizing practically every letter of the alphabet in attempting to accommodate this class of motorist.

## SHOW WOULD JOLT R.P.

Percy Owen, Exhibitor in 1900, Amused at Improvements Made.

"If Rip Van Winkle got a look at the first auto show ever held in this country at Madison Square Garden November 3, 1900, and then dropped off into a twenty-year doze, the old fellow would get the jolt of his life if he should walk into the splendid exhibit now at the Grand Central Palace."

This remark was made by Percy Owen, president of the Liberty Motor Car Company. Mr. Owen ought to know, because he exhibited at the first show back in 1900 when there were only sixty-six exhibits presented. This year around 400 exhibitors are holding forth at the show.

"It is not so much the change in the number of exhibitors," he said, "as it is in the wonderful improvements in the exhibits themselves, which mark the contrast between the oldest and newest shows."

## 142 BUSINESSMEN USE MAXWELL

A recent survey by the truck department of the Maxwell interests showed that 142 different lines of business were using Maxwell trucks.

## BANKS ARE FAIR TO MOTOR INDUSTRY

No Discrimination in Credits Against Auto Manufacturers, Says Plaintiff.

"In order to bring the automobile business back to normal the buyers' strike must be broken," says Gaston Plaintiff of the Ford company. "Strange as it may seem a buyers' strike is just what has happened. Practically overnight people everywhere just stopped buying, although the volume of money was just as great as the day before. The only way that the purchase of automobiles and other commodities can be brought back to their natural channels is for the public to be convinced that prices have reached their former level. I believe we have made good headway in this direction."

"The extravagance and waste which

were the result of the abnormal conditions created by the war are acting as a brake on the extension of credit right now. The financial interests are drawing the lines more tightly and are extending credit only to those businesses which are run on a proper basis. Contrary to statements that have been made there is no intention of the banks to discriminate against the automobile industry. The banks are cautious only with concerns that have been loose in their business methods and that have omitted to take the ordinary precautions to solidify their positions. There is plenty of money available from the banks for those in the automobile business who can show that they have a proper grasp of the economic situation.

"As far as I can see there is no intention of the banking interests to dislocate the automobile industry by too drastic curtailment of credits. As in the case of Ford price reductions are going to have good effects. First, the public is going to be started on its regular habit of buying, and the credit situation is going to be relieved as it takes a smaller volume of money to handle a larger volume of business. Lower prices all around, and I believe we are reaching rock bottom, will put business in motion and relieve the entire economic situation."

## NEW HUPMOBILE SEDAN.

Closed Car Is Strongly Constructed Four Door Model.

The sturdy Hupmobile chassis has been the foundation on which has been built a new four door sedan of most substantial construction. The roof, of composite construction, by its very nature deadens noise. Drip moldings at front and sides dispose of rain or snow. A windshield visor protects the driver from the sun's glare and a securely fitted windshield keeps cold without and warmth within. A rubber wiper on the windshield removes rain or snow as rapidly as it falls.

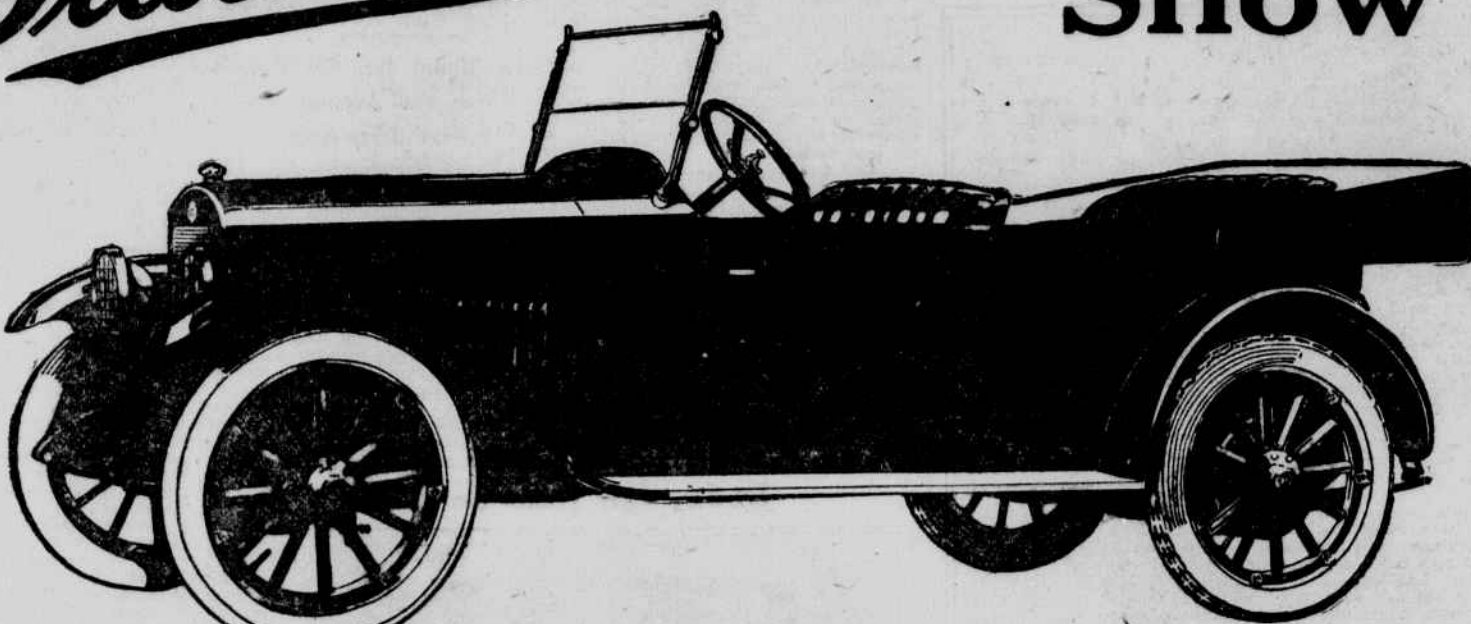
A car warmer transfers heat from the exhaust pipe to the tonneau. The amount is easily controlled. Foot and arm rests aid in making long trips comfortable. Windows are large and easily adjustable by means of the Pullman type regulator, which enables you to lock them at any height desired. It is easily operated by one hand and positive in action. Silk curtains used on rear doors and windows harmonize with upholstery and operate on automatic rollers. Four doors permit easy entrance or

exit. The front right door has outside Yale lock, the other doors lock on the inside. Doors close easily, as double catches are provided. "Slamming" is avoided by the use of live rubber tubing around edges and large rubber wheels. Mahogany molding on the doors adds its share to the beauty of the interior. The front seat cushion is in two sections, giving easy access to foot rest. Driver's seat is at proper angle with steering column for comfortable driving. Best grade fabrics are used, with very deep and resilient back and cushion springs. The color scheme is gray, with darker gray stripe for cushions and seat backs, with a still darker shade for carpets and lower portion of doors and seats. Foot rests are covered with the same material. Side, door and head lining fabrics harmonize.

LA FAVETTE BRAKE DIFFERENTIAL. Among the advances made by manufacturers of high grade automobiles the brake "differential" included in the La Fayette has attracted attention of engineers and motorists schooled in the operation of fine cars. In principle this device functions like the rear axle differential. By equalizing the pressure of both brake bands it prevents skidding in a quick stop and eliminates chattering of bands and cables. The equalizer is mounted in an aluminum housing at the rear of the transmission case.

# Studebaker

## —at the Show



## THE NEW LIGHT-SIX

# \$1485 With Cord Tires

F. O. B. South Bend

THE NEW STUDEBAKER LIGHT-SIX meets the long existing demand for a comfortable, durable and economical light-weight six-cylinder car at an extremely low price. The public has always wanted such a car—the NEW LIGHT-SIX satisfies that desire.

Although this new six-cylinder car weighs but 2500 pounds, it is so perfectly balanced that its roadability is remarkable—there is no side sway or creeping—it drives straight as an arrow.

At all driving speeds, the NEW LIGHT-SIX is freer from vibration than any car of its approximate size or weight yet produced.

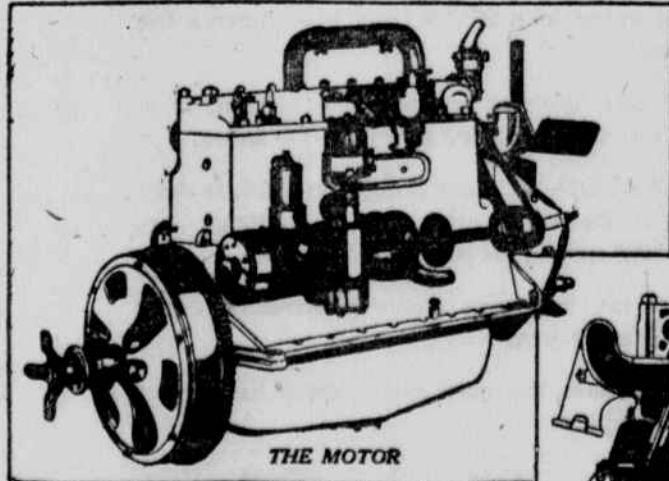
Power with smoothness of operation has been the dominant idea in the construction of the NEW LIGHT-SIX motor. Because of its exclusive features it is most efficient in utilizing low grades of fuel now on the market. Its completely machined crank-shaft and connecting rods will not be found in any other moderate priced car yet produced in this country. This construction reduces wear and strain on the bearings and moving parts, and means longer life and smoother riding qualities.

You can have the advantage of this motor's wonderful gasoline economy and the satisfaction of its smoothness of operation only by owning a STUDEBAKER LIGHT-SIX.

Visit our exhibit at the show where you will have an opportunity to inspect an open chassis—our mechanical experts will gladly explain the many original features of its construction.

## The Studebaker Corporation of America

Greater New York Branches:  
1700 Broadway at 54th Street Phone Circle 1400  
Brooklyn 1495 Bedford Avenue Phone Prospect 8310  
Service and Repair Dept., 219-223 W. 77th St.  
"Just Off Broadway"



THE MOTOR



INCLINED VALVES

The powerful motor is an exclusive Studebaker design—constructed by Studebaker engineers—and built complete in Studebaker factories. The other light, six-cylinder motor yet produced is an 1100 from vibration or as flexible, economical and powerful.

Inclining valves at a 20° angle toward the center of the cylinder aids in the free passage of gas and makes possible a more compact and symmetrical combustion chamber.

Perfect and efficient combustion is obtained by the ingenious arrangement of the intake manifold and INTER-VALVE SPOT—exclusive Studebaker invention—conceived by Studebaker engineers.



INTERNAL HOT SPOT

## "This is a Studebaker Year"